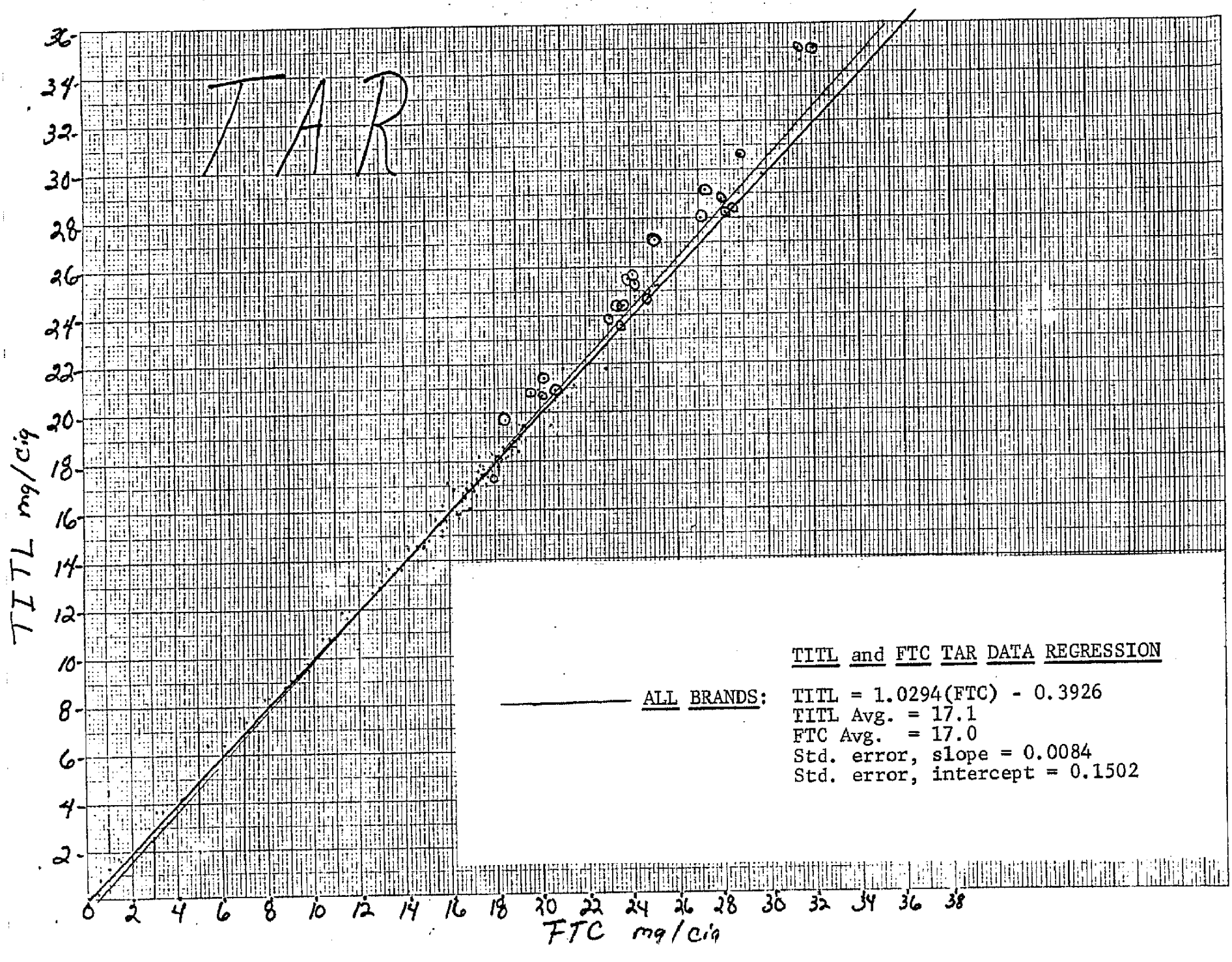
Market Sample #19


TAR
TITL mg/cig
FTC mg/cig
0 2 4 6 8 10 12 14 16 18 20 22 24 26 28 30 32 34 36 38
2 4 6 8 10 12 14 16 18 20 22 24 26 28 30 32 34 36
TITL and FTC TAR DATA REGRESSION
ALL BRANDS:
TITL = 1.0294(FTC) - 0.3926
TITL Avg. = 17.1
FTC Avg. = 17.0
Std. error, slope = 0.0084
Std. error, intercept = 0.1502

Source: https://www.industrydocuments.ucsf.edu/docs/rnvl0001

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